GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:1203
ANSWERED ON:22.07.2002
NEW TOURISM POLICY
IQBAL AHMED SARADGI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the Union Government have approved and cleared the new tourism policy;

(b) if so, whether the policy propose to create a Tourism Development Authority;

(c) if so, whether the new policy calls for a three years development and marketing plan for promoting the tourism; and

(d) if so, the extent to which it is likely to help and boost tourism?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)
(a): Yes, Sir.
(b): No, Sir.
(c) and (d): Various plans announced in the National Tourism Policy -2002 for promoting tourism in the country include the following:
To position tourism as a major engine of economic growth : To harness the direct and multiplier effect of tourism for employment generation, economic development and providing impetus to rural tourism; To focus on domestic tourism as a major driver of tourism growth; To position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination; To acknowledge the critical role of private sector with government working as a proactive facilitator and catalyst; To create and develop integrated tourism circuits based on India's unique civilisation, heritage and culture in partnership with states, private sector and other agencies; To ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feel India from within
These plans are likely to boost tourism substantially.